



**Press Release
For Immediate Release**

MDEC Announces Appointment of Transformational Leader of Human Capital to Drive Strategic HR Change Agenda

- *The appointment is part of the agency's plan to bolster MDEC's reinvention of structure and culture to better deliver the country's digital transformation agenda.*

Cyberjaya, 7 January 2020: The Malaysia Digital Economy Corporation (MDEC) announced a key appointment to its new senior management team member today, naming **Nazral Safril Mohammad Sapari as its new Director of Human Capital**. Bringing over 25 years' experience in human resources (HR), Nazral will be managing the planning and execution of the integrated HR, administration, and operations function for MDEC.

The appointment follows MDEC's 'Reinvent' – a strategic change agenda that was recently launched to inculcate a high-performing and high-impact organisation. MDEC also introduced the Input, Output, Outcome & Impact (IOOI) Valuation Metrics in its planning process to guide future resource allocation and utilisation, and effectively measure the organisation's socio-economic contribution to society.

In supporting this change, Nazral will drive a culture of continuous improvement and operational excellence, while strengthening the business alignment of the HR functions within the organisation. Besides, Nazral will be contributing to the business strategy, developing workforce plans and programmes that are aligned with MDEC's overall national strategic objectives.

Nazral was recently the General Manager of the Human Resources & Administration at Touch'n Go Sdn. Bhd, where he was instrumental in successfully implementing the transformation agenda, aligning the employee's experience initiatives to the company's business direction pivoting from micropayment to digital technology solutions. As a result, TNG was recognised as the Employer of Choice by the Malaysian Institute of Human Resources in 2019.

He has a wealth of experience and proven track record of successfully integrating strategies for operations and coordination of HR operations with the rest of the divisions. This includes his vast experience in the financial sector as the regional head, HR business partner for the Group Asset Management & Investments; director of group HR in CIMB Investment Bank Berhad (from 2012-2016), Alinma Bank Riyadh, Kingdom of Saudi Arabia (from 2009 – 2012), as well as AmBank (M) Berhad (from 2008 – 2009).

With broad experience across HR, having worked on organisational development, HR transformation, and change management, Nazral expressed his excitement to join the team. "I am happy to be given the opportunity to lead MDEC's extraordinary Human Capital through its next phase of growth. I firmly believe that when a task is trusted onto you, deliver it with passion, whole-heartedly and at best improvise it; or don't do it all," said Nazral.



Nazral will be working closely with the CEO of MDEC, Pn Surina Shukri, and MDEC's Management Operating Council, comprising of the leads of the four key strategic Digital Business, Digital Investments, Digital Talent and Digital MDEC; to drive high-impact digital outreach for the society and economy.

"As we celebrate 25 years since the establishment of MDEC in 1996, we are very energised about what the digital future holds for Malaysia. MDEC will continue to lead Malaysia's digital economy forward, with the contribution from our current pool and newly recruited exceptional talents. I welcome Nazral to Team MDEC and look forward to working closely as we reinvent MDEC for the many and achieve the vision of Malaysia 5.0." said Datuk Wira Dr. Hj. Rais Hussin, Chairman of MDEC.

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About Malaysia Digital Economy Corporation (MDEC)

Malaysia Digital Economy Corporation (MDEC) is a government agency under the purview of the Ministry of Communications and Multimedia Malaysia entrusted to lead Malaysia's digital economy forward.

Incorporated in 1996 to oversee the development of the MSC Malaysia initiative, MDEC's primary mandate today is to accelerate the growth of digitally-skilled Malaysians, digitally-powered businesses and digital investments in Malaysia. MDEC is focused on creating inclusive, high-quality growth through the nationwide digitalisation initiatives that are in line with the Government's Shared Prosperity Vision 2030 and firmly establishing Malaysia as the Heart of Digital ASEAN.

#LetsBuildTogether #DigitalMalaysiaForward

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